# RACHEL EVANS
## BUSINESS ANALYST FOCUSING ON PROCESS & SYSTEMS AUTOMATION

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## 🅰 ABOUT ME

Accomplished and skilled business analyst with over 6 years' experience providing consulting services and driving growth for companies ranging from **YC Start-ups** to Fortune **500 companies**.

I have a proven history of proposing **data-driven decisions** to resolve inefficiencies, establishing processes and systems from operations all the way to product teams. Throughout my career as a business consultant, I have consistently uncovered business opportunities for tech and ecommerce corporations, working close with **multidisciplinary and diverse teams** to find smart solutions to improve processes that ultimately **drove Millions of dollars in additional revenue**.

## 📚 EDUCATION

**BS in business administration**
The London School of Economics
GPA 3/4
09/2008 - 05/2012

## 💎 HARD SKILLS

Tableau, Data Studio, G. Analytics

SAS Software, Salesmanago, etc.

Apache Kafka, Apache Mahout, etc

## ⚡ DATA SKILLS

SQL data bases & complex queries

ETL like Talend or AWS Glue

Python, Javascript, Go & GIT

MongoDB, Cassandra & ohter Non relational data bases

## 💼 WORK EXPERIENCE

12/2017 - present **Senior Business Analyst | Certas Energy Group, London**

As part of the team of one of the Top-5 energy companies in the Great Britain, I lead a multidisciplinary product team in the implementation of a complete Loyalty Program with the clear goal of increasing customer's life-time value. As an in-house Business Analyst, I:

- Analysed **insights** confirming an alarming issue with **customer retention** and presented the Loyalty / Rewards program as the most logical solution to the board.
- **Assembled a team** consisting of a product owner, 2 Data Engineers, 3 Full-Stack Developers, a UX Designer, 3 Systems Engineers and 2 Marketing specialists to work on the Rewards Program.
- Lead the team who **built the rewards program** and got it up and running in more than 500 convenience stores and gas stations in less than 12 months.
- **Restructured the CRM** and **marketing automation** processes to incorporate the program as a key element of the customer - brand experience.
- Implemented **SAS analytics software** to track web and in-app customer interactions and use them to improve the loyalty program itself as well as customer experience.

One year after the implementation of the program, the customer retention had drastically increased, driving a substantial growth in **revenue** that increased by **300% YoY** without adding new locations. The program comes at an extremely profitable **annual cost** of around **£ 1M** and an implementation cost that is expected to pay off after 3 years.

03/2015 - 10/2017 **Business Analyst| BSA Consulting Group, London**

I collaborated with consulting teams focusing on **preparing SaaS scale ups for exponential growth**. As a senior business Analyst, I:

- **Designed a framework** to **streamline the data collection** process for SaaS Start-ups
- Identified inconsistencies in insights from **third party APIs** and proposed solutions to clean them up to Data and DevOps engineers.
- Project managed consultancies for different start-ups from some accelerators like YC or Techstars.

Among the projects I worked with, I particularly enjoyed the challenge that a last-mile delivery company presented for us. We helped them **onboard drivers 5x faster** during by redesigning the authentication process, making it more efficient. These changes resulted in a **300% increase** on their registration's rate during their pre-IPO period. This was a **key factor in maintaining the valuation** they had envisioned for their IPO.

09/2012 - 12/2014 **Junior Business Analyst| Jet2Holidays**

As an in-house consultant for one of the biggest package holidays tour operators in the UK, I worked closely with the **sales team** in charge of negotiating new deals with **hotels, airlines and tourist activities** in order to improve their sales and onboarding processes. During the consultancy that lasted a total of 2 years I:

- Collected data from available sources: custom CRM, historical client databases, web user insights collected with Adobe Analytics and Flight Radar air traffic data.
- Observed daily SDRs tasks to **identify improvements**.
- **Modelled data** using Tableau and presented conclusions to stakeholders.
- Identified **bottlenecks** both SDRs and account managers faced when onboarding new suppliers.
- Proposed new roles and the **establishments of new procedures** to reduce friction in suppliers.

The decisions taken **improved SDRs productivity by 25% YoY**, resulting in substantial product increase, driving revenue growths of up to 50% in certain destinations.